

Begin to Create My Unique Profile

Creating a message of confidence, of value in a style that is “all mine.”

THOUGHT STARTERS. Fill in the blanks:

- A) The experience I want my customers to have and describe to others is

- B) Outstanding / Proudest moments in my business have been
(Describe how it felt, what it looked like – paint vivid pictures. How do you think others regarded or would regard these moments if they knew about them)

- C) Throughout your life, what are the compliments you have most often receive? What new ones have you heard? Do you keep an “atta girl” or “atta boy” journal (feedback, words of appreciation, positive feedback, copies (and scan copies) of all of the above)? What do people appreciate about working with you as clients, colleagues, business partners, those who refer business to you? *Don't just guess, ask!*

- D) Finding themes:
 - 1. List four favorite clients or customers you've enjoyed working with?
Why (be specific – why do you still remember them?)

 - 2. List four favorite projects (may be some overlap).
Why (why did they make such an impression? What was memorable about what you accomplished?)

 - 3. What is different about these four clients & projects?

 - 4. What are the similarities? ?

 - 5. Describe the systems or process you used, problem you solved and/or distinct approach or experience you created with the following: ?